



WVEC
613 Woodside Ave.
Norfolk, VA 23510

Crossroads Media LLC
66 Canal Center Plaza
Suite 555
Alexandria, VA 22314-1576

Contract # 842411
Schedule Dates 09/18/12-09/27/12
Advertiser American Crossroads (33954)
Agency/T-Code Crossroads Media LLC (2774)/055317791
Product Political - Non-Ballot Issue (1196)
Brand American Crossroads (171747)
Salesperson Blair, Cheryl (2205)
Sales Office TeleRep - Philadelphia
Buyer Name MARONEY,STEPHANIE
Phone/Fax (202) 559-6428 /
CPE 11/27/691
Account Types National/Political - Agency
Billing Type Weekly/Irregular
Comments AM CROSSROADS :30
***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Date Entered 07/13/12
Last Modified 07/13/12
Entered By Penne Marsh
CO-OP No
Headline # 06225796
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$4,280.25
Net Total \$24,254.75 ✓
Sales Tax

Norfolk (WVEC) (WVEC)		
By Broadcast Month	Spots	Rate
Sep. 2012	42	\$28,535.00
Grand Total:	42	\$28,535.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	09/21/12-09/21/12	5	:30	11P- 11:35P (ET)						1			1	\$750.00	\$750.00	Norfolk (WVEC) (WVEC)	13 NEWS AT 11P	7/13/12
2.0	Normal Line / SPOT	09/21/12-09/21/12	5	:30	5A- 5:58A (ET)						1			1	\$325.00	\$325.00	Norfolk (WVEC) (WVEC)	13 NWS DYBRK A<	7/13/12
3.0	Normal Line / SPOT	09/21/12-09/21/12	5	:30	6P- 6:30P (ET)						1			1	\$825.00	\$825.00	Norfolk (WVEC) (WVEC)	13 EARLY NWS<	7/13/12
4.0	Normal Line / SPOT	09/21/12-09/21/12	4	:30	7:28P- 7:57P (ET)						1			1	\$1,300.00	\$1,300.00	Norfolk (WVEC) (WVEC)	JEOPARDY<	7/13/12
5.0	Normal Line / SPOT	09/21/12-09/21/12	5	:30	9A- 10A (ET)						1			1	\$300.00	\$300.00	Norfolk (WVEC) (WVEC)	REGIS&KELLY<	7/13/12
6.0	Normal Line / SPOT	09/24/12-09/24/12	5	:30	11P- 11:35P (ET)		1							1	\$750.00	\$750.00	Norfolk (WVEC) (WVEC)	13 NEWS AT 11P	7/13/12
7.0	Normal Line / SPOT	09/24/12-09/24/12	5	:30	5A- 5:58A (ET)		1							1	\$325.00	\$325.00	Norfolk (WVEC) (WVEC)	13 NWS DYBRK A<	7/13/12
8.0	Normal Line / SPOT	09/24/12-09/24/12	5	:30	6P- 6:30P (ET)		1							1	\$825.00	\$825.00	Norfolk (WVEC) (WVEC)	13 EARLY NWS<	7/13/12
9.0	Normal Line / SPOT	09/24/12-09/24/12	4	:30	7:28P- 7:57P (ET)		1							1	\$1,300.00	\$1,300.00	Norfolk (WVEC) (WVEC)	JEOPARDY<	7/13/12
10.0	Normal Line / SPOT	09/24/12-09/24/12	5	:30	9A- 10A (ET)		1							1	\$300.00	\$300.00	Norfolk (WVEC) (WVEC)	REGIS&KELLY<	7/13/12
11.0	Normal Line / SPOT	09/22/12-09/22/12	4	:30	8A- 9A (ET)							1		1	\$350.00	\$350.00	Norfolk (WVEC) (WVEC)	GD MRN-SAT-ABC	7/13/12
12.0	Normal Line / SPOT	09/23/12-09/23/12	4	:30	5:58A- 8A (ET)								1	1	\$185.00	\$185.00	Norfolk (WVEC) (WVEC)	VARIOUS	7/13/12
13.0	Normal Line / SPOT	09/20/12-09/27/12	5	:30	11P- 11:35P (ET)						1			2	\$750.00	\$1,500.00	Norfolk (WVEC) (WVEC)	13 NEWS AT 11P	7/13/12
14.0	Normal Line / SPOT	09/20/12-09/27/12	5	:30	5A- 5:58A (ET)						1			2	\$325.00	\$650.00	Norfolk (WVEC) (WVEC)	13 NWS DYBRK A<	7/13/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



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15.0	Normal Line / SPOT	09/20/12-09/27/12	5	:30	6P- 6:30P (ET)					1				2	\$825.00	\$1,650.00	Norfolk (WVEC) (WVEC)	13 EARLY NWS<	7/13/12
16.0	Normal Line / SPOT	09/20/12-09/27/12	4	:30	7:28P- 7:57P (ET)					1				2	\$1,300.00	\$2,600.00	Norfolk (WVEC) (WVEC)	JEOPARDY<	7/13/12
17.0	Normal Line / SPOT	09/20/12-09/27/12	5	:30	9A- 10A (ET)					1				2	\$300.00	\$600.00	Norfolk (WVEC) (WVEC)	REGIS&KELLY<	7/13/12
18.0	Normal Line / SPOT	09/18/12-09/25/12	5	:30	11P- 11:35P (ET)		1							2	\$750.00	\$1,500.00	Norfolk (WVEC) (WVEC)	13 NEWS AT 11P	7/13/12
19.0	Normal Line / SPOT	09/18/12-09/25/12	5	:30	5A- 5:58A (ET)		1							2	\$325.00	\$650.00	Norfolk (WVEC) (WVEC)	13 NWS DYBRK A<	7/13/12
20.0	Normal Line / SPOT	09/18/12-09/25/12	5	:30	6P- 6:30P (ET)		1							2	\$825.00	\$1,650.00	Norfolk (WVEC) (WVEC)	13 EARLY NWS<	7/13/12
21.0	Normal Line / SPOT	09/18/12-09/25/12	4	:30	7:28P- 7:57P (ET)		1							2	\$1,300.00	\$2,600.00	Norfolk (WVEC) (WVEC)	JEOPARDY<	7/13/12
22.0	Normal Line / SPOT	09/18/12-09/25/12	5	:30	9A- 10A (ET)		1							2	\$300.00	\$600.00	Norfolk (WVEC) (WVEC)	REGIS&KELLY<	7/13/12
23.0	Normal Line / SPOT	09/19/12-09/26/12	5	:30	11P- 11:35P (ET)			1						2	\$750.00	\$1,500.00	Norfolk (WVEC) (WVEC)	13 NEWS AT 11P	7/13/12
24.0	Normal Line / SPOT	09/19/12-09/26/12	5	:30	5A- 5:58A (ET)			1						2	\$325.00	\$650.00	Norfolk (WVEC) (WVEC)	13 NWS DYBRK A<	7/13/12
25.0	Normal Line / SPOT	09/19/12-09/26/12	5	:30	6P- 6:30P (ET)			1						2	\$825.00	\$1,650.00	Norfolk (WVEC) (WVEC)	13 EARLY NWS<	7/13/12
26.0	Normal Line / SPOT	09/19/12-09/26/12	4	:30	7:28P- 7:57P (ET)			1						2	\$1,300.00	\$2,600.00	Norfolk (WVEC) (WVEC)	JEOPARDY<	7/13/12
27.0	Normal Line / SPOT	09/19/12-09/26/12	5	:30	9A- 10A (ET)			1						2	\$300.00	\$600.00	Norfolk (WVEC) (WVEC)	REGIS&KELLY<	7/13/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser	Date	Accepted-Station	Date	Comments
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AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: WVEC Norfolk	Date: 9/17
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I, Stephanie Maroney
do hereby request station time concerning the following issue:

American Crossroads 1401 New York Avenue Suite 1200 Washington, DC 20005 Treasurer: Margee Clancy
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Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	As Ordered				

Total Charges: \$ 24,254.75 Net
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This broadcast time will be used by: American Crossroads

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"	
<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No

842411

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Treasurer Margee Clancy

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☐ a committee; ☒ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

8/31/12 Stephen Mung 703-299-1760
Date Signature Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☒ Accepted ☐ Accepted in Part ☐ Rejected
Penne Marsh Penne Marsh NSC
Signature Printed Name Title